ROLF DOBELLI

Dobelli studied philosophy and business administration at the University of St. Gallen where he graduated with a doctorate on the "Deconstruction of Economic Discourse" in 1995. He then went to work as the CFO and Managing Director in various Swissair subsidiaries. In 1999 he co-founded "getAbstract".

From 2001 to 2009 Dobelli hosted a weekly television show "Seitenweise Wirtschaft" for the Swiss newspaper and media company, NZZ. He also wrote a weekly column on the Art of Thinking Clearly.[2]

Dobelli who sees himself as a modern Stoic,[3] founded World.minds in 2008 to create a bridge between the science, business and cultural communities. Speakers included: Nassim Taleb,[4] Gerhard Schröder, F. W. de Klerk, and Matt Ridley. In March 2022, media group Axel Springer took over the majority in World.minds to extend its portfolio of Community business.[5]

He resigned from getAbstract in 2011 so that he could dedicate himself to writing. Dobelli's increasing dissatisfaction with the world of pure business was already reflected in his 2003 novel titled "35 - A Midlife Story". This was followed by his 2004 book, "And what do you do for a living" and his 2007 book "Who am I? 777 indiscreet questions."